WHAT IS CLAIMED IS:

1. A putter head assembly, comprising:

a putter body having a toe end, a heel end and a face surface that extends from said heel end toward said toe end, wherein said face surface has a loft angle configuration that varies between said heel end and said toe end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said face surface.

2. The assembly according to Claim 1, wherein said face surface has a mid-line that extends along the center of said face surface between said heel end and said toe end.

3. The assembly according to Claim 2, wherein said face surface is twisted around said mid-line, thereby producing said loft angle configuration.

4. The assembly according to Claim 3, wherein

said mid-line follows a curve having a radius of curvature between 54 inches and 90 inches.

5. The assembly according to Claim 2, wherein said non-metallic insert has a varying thickness along said mid-line and varies as a function of position along said mid-line.

6. The assembly according to Claim 3, wherein said loft angle configuration varies from a first loft angle proximate said heel end to a lesser second loft angle proximate said toe end.

7. The assembly according to Claim 6, wherein said positive loft angle is ten degrees.

8. The assembly according to Claim 3, wherein said non-metallic insert has a front surface that conforms to said loft angle configuration and an opposite rear surface that does not conform to said loft angle configuration.

9. The assembly according to Claim 8, wherein said

rear surface is twisted in along a path dissimilar from said front surface.

10. The assembly according to Claim 8, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

11. A putter, comprising:

a shaft having a first end and a second end;

a handle grip coupled to said first end of said shaft;

a putter head coupled to said second end of said shaft, said putter head including a face surface having a toe end and a heel end, said face surface being symmetrically disposed around an imaginary mid-line that extends from said toe end to said heel end, wherein said face surface is twisted about said mid-line creating a loft angle configuration that varies between said toe end and said heel end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said

face surface.

12. The putter according to Claim 11, wherein said mid-line follows a curve having a radius of curvature between 54 inches and 90 inches.

13. The putter according to Claim 11, wherein said non-metallic insert has a front surface that conforms to said loft angle configuration and an opposite rear surface that does not conform to said loft angle configuration.

14. The putter according to Claim 13, wherein said rear surface is twisted in along a path dissimilar from said front surface.

15. The putter according to Claim 8, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

16. The putter according to Claim 11, wherein said non-metallic insert has a thickness that varies along said mid-line as a function of position on said mid-line.

15. A golf club striking surface comprising:

a contact face having a first end, a second end and an imaginary mid-line that runs down the center of said contact face between said first end and said second end, wherein said mid-line follows a curved path, having a predetermined radius of curvature, and said contact face is twisted around said mid-line;

an insert disposed within said contact face, wherein said non-metallic insert has a thickness along said mid-line that varies as a function of position on said mid-line.

16. The striking surface according to Claim 15, wherein said insert has a front surface that conforms to said contact face and an opposite rear surface that does not conform to said contact face.

17. The striking surface according to Claim 16, wherein said rear surface is twisted in along a path dissimilar from said front surface.

18. The striking surface according to Claim 17,

wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

19. The striking surface according to Claim 16, wherein said rear surface follows different curves in different sections, wherein each of said curves has a different origin of curvature.

20. The striking surface according to Claim 15, wherein said insert is fabricated from an elastomeric material having a ``A'' Shore value of between 90 and 95.